



WHERE GREAT TASTE BEGINS

COMMENT 2

Chief, Regulations and Procedures Division  
Alcohol and Tobacco Tax and Trade Bureau  
Attn: Notice No. 45  
P.O. Box 14412  
Washington, DC 20044-4412.

June 13, 2005

RE: Submission of the San Antonio Valley AVA

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Dear Chief, Regulations and Procedures Division:

The Monterey County Vintners and Growers Association represents over 75 vintners and growers in Monterey County. The mission of MCVGA is to bring together the talents and resources of members, partners and our community in order to promote and support our leadership in the art, the science and the business of wine.

We are supporting the proposed San Antonio Valley AVA, the petition for which has recently been published in the Federal Register for the following reasons:

- We have over 40,000 acres of grapes in Monterey County. The proposed AVA is clearly unique and distinct from neighboring regions, distinguished by the soil types, climate and varieties grown.
- The grapes grown in the San Antonio Valley, and the wines made from those grapes are gaining favor among local and regional winemakers as well as consumers.
- The approval of this AVA will give consumers a better tool for distinguishing between the major types of wine produced in Monterey County, and to reflect the geographic and climatic reality of the San Antonio Valley.

The wine consumer would be well served by the approval of the San Antonio Valley AVA. Many wine consumers assume that Monterey County is a cool climate area producing only cool climate varieties such as Pinot Noir, Chardonnay, Riesling, among others. Most notably, we have been known for the Chardonnay that comes from the region, as we have more Chardonnay grapes planted than any other region.

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MONTEREY COUNTY VINTNERS & GROWERS ASSOCIATION

P.O. Box 1793, Monterey, CA 93942-1793  
831/375-9400 • Fax 831/375-1116 • [info@montereywines.org](mailto:info@montereywines.org)  
[www.montereywines.org](http://www.montereywines.org)

This perception of being predominantly known as a "white" region creates a disadvantage for growers in the San Antonio Valley where, due to the naturally warmer climate, growers are able to produce exceptional Rhone and Bordeaux varietals, typically warm-weather grapes. Establishing the San Antonio Valley AVA will allow for clear differentiation of San Antonio Valley grapes.

Once again, we support the development of the San Antonio Valley AVA. If you have any questions, please contact me at 831.375.9400.

Warm Regards,

Rhonda Motil  
Executive Director,  
Monterey County Vintners and Growers Association